

WVTF Public Radio enthusiastically supports Supplemental Audio Channel Capacity (SAC) for HD Radio. This new technology will help us improve our public service and assist us in providing greater access to public radio programming for our entire coverage area. WVTF Public Radio covers 44% of Virginia's landmass, and 20% of its population. We have approximately 140,000 weekly listeners.

With SAC, WVTF Public Radio will be able to offer two distinct program schedules to our entire coverage area. We currently offer a second stream of programs to a small portion of our WVTF area by utilizing a 100-watt FM, two 10-watt translators, and a relatively low power 2500-watt AM station. The majority of our listeners, and especially the rural residents we serve, do not get both services. For many years our listeners have asked for more public radio programming options. Quite often the request is for more news and public affairs discussion programs. With SAC capability, we will be able to meet that important public service demand from area citizens.

Public radio stations like WVTF require more channels to meet the growing demand for additional non-commercial public service programs, and implementing SAC will immediately create excellent opportunities to better serve citizens across the United States. WVTF will use SAC to expand programming and reach those now underserved, and in some cases not served at all, with public service radio broadcasts.

Our plan is to have one channel devoted to cultural programming, i.e. music and arts, and the other channel devoted to news, talk, and information programs. Currently, we must attempt to fully serve diverse audiences on one channel, a difficult if not an impossible task. However, with SAC, we will be equipped to better serve all of these audiences with more and superior programming tailored to match the specific needs of each constituency.

WVTF is ready to implement two separate program streams via HD SAC. We just need the endorsement to do so. We have the financial resources to build and maintain the infrastructure required to broadcast HD.

By authorizing the use of HD Radio technology with SAC, the FCC will allow us and other public radio stations across the country to better serve the public interest needs of our current and future listeners.

Our mission is public service, and HD SAC will support that mission. WVTF Public Radio encourages the FCC to authorize this new technology.

Respectfully submitted,

Glenn Gleixner, General Manager
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